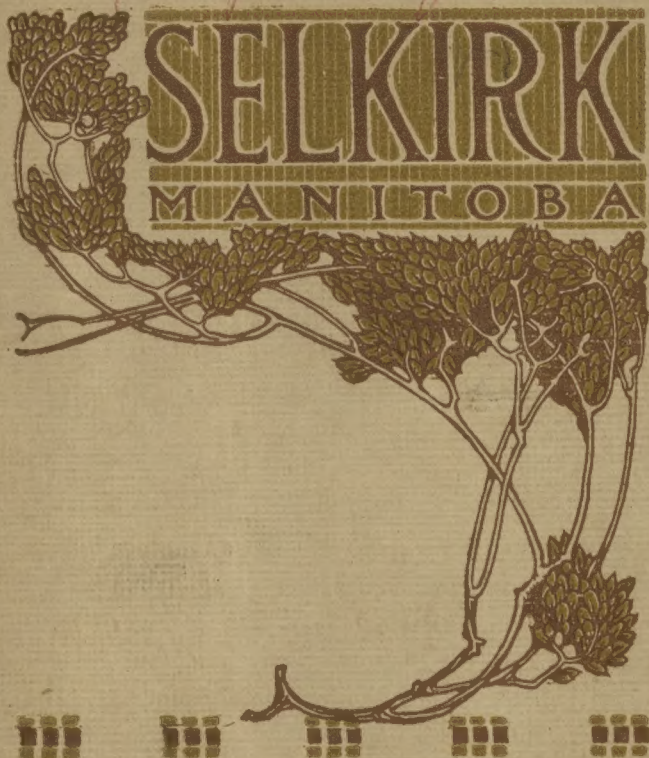


*Property of B. T. Tison*



# Inviting Industry



THE Port of an Empire of Inland Waterways; to whose docks pours a teeming wealth of raw material, Selkirk is an inevitable locale for industries utilizing the product of the lake and the timbered and mineral-seamed North-country.

To these she offers the advantage of ingress and egress — suburban location — Hydro - Electric power — plentiful labor — and the enthusiastic support of a broad-minded Municipal Policy.



*Property of Bjorg Christensen*

THE GARDEN-SPOT OF WESTERN CANADA

*402 Blandibaye Ave*

THE TOWN OF

*#25302*

SELKIRK

*\$185-*

MANITOBA

AND ITS DISTRICT

BY

BRUCE CAMPBELL

PUBLISHED BY

THE BOARD OF TRADE

SELKIRK

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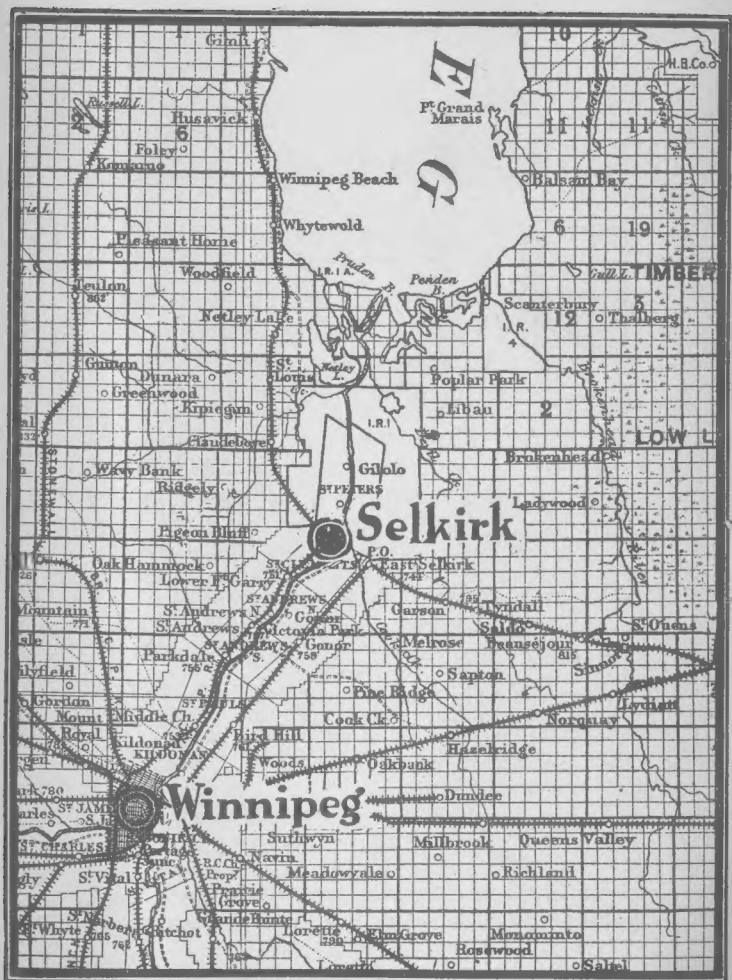
## Foreword



N presenting this brochure, the Board of Trade of Selkirk is actuated by a desire to present in concise manner some idea of the advantages—industrial, commercial, agricultural and residential, offered by this historic locality.

Selkirk is and has been an important, thriving and growing town; it and its district opulent in opportunities. It seems to be on the verge of a distinct and unlimited progressive movement along new lines; in which this booklet follows, rather than leads, the signs of the times.

The Board of Trade has no axe to grind; nothing to sell. It maintains an active bureau, however, whose services are at all times available, without interest or fee, in any manner which may serve to advance the community or disseminate information concerning it.





## Selkirk



IN the year of our Lord Eighteen hundred and eleven, or exactly one Century ago, Thomas, Earl of Selkirk, a far seeing and philanthropic Scottish nobleman, acquired by purchase from the Hudson's Bay Company, a vast tract of land extending westward from the Red River of the North. During the next four years a large number of Highland Colonists from the North of Scotland were brought under Lord Selkirk's auspices to this promised land—"of a land where there are no forests to be cleared away; where the turning of a plowshare will yield a crop; where cattle and horses can forage as they run; where there will some day be a great empire," to quote from the enthusiastic phraseology of him who had searched the lands of the globe for the most perfect location for history's vastest experiment of colonization.

It has taken almost a century for Selkirk's prophetic vision to reach its realization; the first three-quarters of that century was spent in a disappointing and heart breaking struggle with "vested interest"; but no one today will attempt to

deny the trueness of the prophesy, and the fact that the great inland empire of the North West is the last great garden of earth's promise.

Indeed as a fitting tribute to the foresight of Lord Selkirk—the man that lived before his time—and to the fullest realization of his dream of empire a World's Fair "The Selkirk Centennial and Winnipeg Exposition" is to be held two years hence.

The Town of Selkirk, Manitoba, and the district tributary to it which it is the province of this brochure to exploit, owes its name, its traditions and its first families to the historical enterprise of Lord Selkirk. Its material worth and prosperous condition and its prominent position on the trade routes of the world have come as an inevitable sequence in the development of that country to which it is one of the outlets and one of the centres of natural advantages.

Selkirk is the port of entry and exit for the traffic of lake Winnipeg and of the vast connecting system of inland waterways of which Lake Winnipeg is the Southern-most extension. It is the seat of one of the great fishing industries of North America. It is a town picturesque in its location, attractive in itself and redolent in tradition as no other spot North of 49° and West of The Plains of Abraham. It is the only suburban town, properly speaking, to the great and growing city of Winnipeg, and the lower Red River Valley of which it is the metropolis is the most favored district for general and extensive



farming, gardening and dairying, accessible to the city.

The Town of Selkirk today has a population of 3,200. It is a thriving and growing town combining the best material advantages of any locality of similar size in the west. Selkirk enjoys street railway transportation with a finely equipped and popular electric line to Winnipeg, twenty-four miles distant, and to be reached in forty minutes travel at almost any hour. It is also served by the Lake Winnipeg Branch of the Canadian Pacific Railway system and by the Red River upon whose bosom floats more tonnage, pleasure and commercial, than any other river in the North West. Selkirk is lighted by electricity, has a thorough and adequate Municipal water and sewage system, miles of granolithic pavements, excellent schools housed in modern buildings, a free public library of 12,000 volumes, churches of every denomination, a modern general hospital, complete telephone system; in fine, all the advantages of urban life usually and especially in this new country associated with only the largest centres of population.

As an industrial location, Selkirk possesses advantages that are unique and peculiar to herself. As the port of the Lake upon whose shores there stands the greatest virgin forest of the north-west, with mineral wealth as yet untouched, Selkirk is in the position of supplying the heavy rough materials, lumber, sand, stone, etc., in greater quantity, better quality and at less

cost for transportation than they can be supplied to any other distribution point. Its suburban location and quick access to Winnipeg gives any manufactory almost any advantage that can be gained with an actual location within the corporate limits of the city and at a mere fraction of either the ground cost or maintenance charges of the city. Labor is plentiful here and workman and employer alike find living less expensive and more conducive to ideal home-making than in the crowded conditions of the city. The Municipality, thoroughly awake to the advantages which are to be derived from the possession of progressive manufacturers are prepared to offer every reasonable inducement for such institutions. The present installation of the Winnipeg Electric Railway Company and the rapid completion of the Winnipeg City Power scheme offers hydro-electric power in unlimited quantity and at prices so low as to meet the competition of any other city in this respect. The tax rate is low, averaging from year to year about 20 mills upon an appraisal of less than 50 per cent. of actual value.

### **THE PORT OF SELKIRK**

With the recent opening of the St. Andrew's Locks, a vast Government undertaking which has cost millions and has taken nearly a decade for its completion, the channel of the Red River has been opened to vessels of deep draught as far as Winnipeg. At first blush it would seem that

the opening of this channel above Selkirk would be detrimental to the interests of that town as a port, but facts have proved the case to be opposite, the stimulation of trade of the river to and from Winnipeg having exceeded in great range the loss felt by Selkirk from lake traffic which was carried direct to Winnipeg before being docked. Selkirk will always continue to be the port of Canada's great inland water ways and to this fact a growth of this port to bounds that stretch the powers of imagination may be looked forward to. The Canadian Government is now engaged in providing a deep water channel up the Saskatchewan River which when completed will open that great artery for trade from its mouth to Edmonton. As soon as that work is completed the Government has intimated its intention of surveying the mighty Nelson with a view to removing the few natural obstacles which remain to obstruct it as a ship canal. When these vast plans of improvement are completed it will mean the opening of a great highway whose future importance is so illimitable that it cannot now be even intelligently estimated.

The development during the last quarter of a century of the freight traffic of the Great Lakes until now a total annual tonnage, exceeding that hauled by all the railroads of the United States, passes on its bosom, gives some indication of what may, in the fullness of time, be expected from this great system of the North. Here, too, we stop to find the prophetic utterance of Lord

Selkirk, who in 1802 wrote to his friend Lord Pelham, "upon the waters which fall into Lake Winnipeg \* \* \* is a country fertile, and of a climate far more temperate than the shores of the Atlantic and of the same parallel. Here, therefore, the colonists may be certain of comfortable subsistence, and may also raise some valuable objects of exportation" \* \* \* To a colony in these territories the channel of trade must be the river of Port Nelson."

### **PRESENT LAKE TRAFFIC**

So much for the future. At present the annual traffic of Lake Winnipeg embraces three million pounds of the finest fresh water fish in the world per annum; 5,000,000 feet of sawn lumber, and as much of timbers, railroad ties, etc., tons of merchandise and fur to the value of \$150,000 annually. All of this traffic is carried in Selkirk bottoms and is handled through Selkirk mills and warehouses. Through the ancient Stone Fort of the Hudson's Bay Company, a couple of miles above the limits of the town, still passes the princely heritage of the furs of the North.

The fleet of steamers owned and manned from Selkirk and the fishing industry on the Lake, whose operations are carried on by the navigation companies, comprise a gross tonnage of about 1000, which is being added to yearly as the increase of traffic and growth of industrial development demands. The fishing industry alone gives employment all in all to about 1000 men.

Wherever the palate of the epicure is tickled the name "Lake Winnipeg" stands for the most perfect development of the finest specimens of that genius of the finny tribe known as the white fish and the annual traffic from this body of water in white fish alone reaches two and one half million pounds, being limited by act of law to that amount. Other fish are numerous, notably the great sturgeon, king of fresh water fish, reaching to two and three hundred pounds in weight, and giving up as many dollars worth of the rare and valuable roe, from which the finest caviare is prepared.

### **FISHING INDUSTRY PERPETUATED**

In past years the fishing industry on Lake Winnipeg was exploited by competing companies to such an extent that fears were entertained that the Lake was being rapidly exhausted and active steps were taken by the Government for the conservation of this great breeding ground of man's food. At Selkirk and afterwards on Beren's River, 150 miles down the lake, elaborate and perfectly equipped fish hatcheries were installed, and from these incubating plants sixty millions of active young white fish are annually released into the Lake. The fishing season has been limited to a few weeks in summer and the total catch, as mentioned, has been limited to two and a half million pounds of white fish per annum. As a result of these salutatory measures both the quantity and the quality of fish and the profit inciden-

tal to their catch has been greatly increased, and there is no doubt but that the trade in this direction will grow better year by year.

Pickrel, cat-fish, jack-fish and the succulent goldeye, which has become a breakfast table institution in Western Canada, are among the other fish taken in large quantities from this lake.

During the months of navigation the larger vessels employed on the Lake do an extensive passenger and tourist business and afford the only means of transportation and communication between the busy world and the outposts of the great lone land of the North, reached from the Hudson's Bay Company's famous old post of Norway House. Along this highway each summer passes the mail and supplies for the line of fur trading posts that stretches its way far past the Arctic Circle. Down it each summer come the traders, whose memories are of the days when the earth was the Company's and the fullness thereof, smart stepping troopers of the Mounted Police carrying themselves with an air of bravado, yet taking the fear of God and the British Law farther into the wilds of the great lone places than any other representatives of authority; Priests and teachers of the far mission schools, and now and then the pioneer, who, like my Lord Selkirk, is living ahead of his time, the precursor of an order of things that is to come when the great north land will be a lone land no longer, but the home of a teeming people.

GOVERNMENT INSTITUTIONS SELWYN

TWO VIEWS OF THE PROVINCIAL HOSPITAL FOR THE INSANE









CHAMPION SPORTSMAN OF THE SOUTH - POLO  
SIR WINSTON CHURCHILL WITH HIS POLITICAL  
FRIENDS

ESSENTIAL MUNICIPAL BUILDINGS



Selkirk is twenty-four miles from Winnipeg, by trolley, trail, rail or water. The route hither, whatever means of locomotion may be chosen, is the most picturesque in the Province of Manitoba. The way is dotted with those visual monuments of a century ago. Beginning with the granite memorial of the massacre of Seven Oaks, the way passes through the church yard of Kildonan, where the history of Western Canada may be read from the epitaphs on the tombstones; down the valley of the Parish of St. Andrews, with the boundaries of the old Red River farms that extended "the distance that a white horse could be seen on the plains" to Lower Fort Garry, the Stone Fort of ancient record, and still standing exactly in its pristine condition, the only armoured outpost of the Hudson's Bay Company, left as a monument to the honorable past, its interior a veritable Smithsonian of the early days in the West; to Selkirk, settlement of one hundred years' standing.

### **RAPID TRANSIT**

This valley, and Selkirk its terminal, is being rapidly developed as the most desirable location for suburban homes contiguous to Winnipeg. This movement has very largely come about since the completion of the only electric interurban railway in Western Canada, operated by a subsidiary corporation of the Winnipeg Electric Railway Company, and running a fast and convenient service for commuting residents. This service has only

been established in its present form for two years and is constantly seeing improvement, especially in the frequency of service. Selkirk, with its urban facilities is especially attractive to those who wish an ideal location for the bringing up of a family. The city dweller searching for an ideal spot for a summer residence is irresistibly drawn in this direction also. The river affords a delightful waterway to the city for business or the lake for pleasure; if not by private launch, in the excursion steamers which ply up and down during the summer months. The telephone puts one in instant communication with office or store, and the rapid express service brings the delivery system of the city to every door. Quick transportation to and fro is to be had at convenient hours and the high-way forms a part of Manitoba's first improved automobile road. In Selkirk beautiful sites for residences are to be had at nominal figures and the advantages of expansive ground, water frontage and city improvements form a combination that cannot be had elsewhere in this country.

Summer cottages renting at reasonable figures for the season are provided here for those who do not care to own their own residences. As the development of Selkirk as a suburban residence has been recent, so has it also been rapid, and another year or so is bound to see a progression along this line that will prove astonishing to those who have not kept in close touch with the movement.

## **FREIGHT TRANSPORTATION**

In the foregoing paragraph reference has been made to the transportation facilities afforded for a rapid passenger service. In this connection the humbler and yet more necessary features of freight traffic must not be over-looked, for heavier freight the river during the greater season of the year affords ideal facilities at minimum charges. The development of this industry is only at its infancy dating from the opening of the St. Andrew's locks in June, 1910, and this trade will undoubtedly increase by leaps and bounds with the completion of docking facilities at the city of Winnipeg, consummation of which is expected within the next year. The C. P. R. at present carries most of the freight originating at this point consisting largely of agricultural products and the exportation of the traffic emanating from the lake. Besides this there is a large incoming trade in merchandise and so forth, and the usual local traffic. Large shippers and industrials can obtain practically the Winnipeg rate on long hauls. The railway company has unusually large spur trackage at Selkirk built to accommodate existing manufacturing, fish freezing and handling warehouses. Much of this trackage is available for manufacturing sites and all of it is adjacent to deep water dockage. Reference to the map on another page will show the main line of the C. P. R. Winnipeg to Fort William and the East passing down the East side of the Red River to a point exactly opposite to Selkirk, thence turning and

running in an air line to the head of the Lakes. The East Selkirk station is about two miles from Selkirk and is reached by ferry and good roads. For a good many commodities, especially grain, traffic from the East station is preferable, owing to the system of freight rate regulations which act to the benefit of the Eastern division. The farming land east of the river is not so well settled as the west side, but when it is this district will raise more grain than the west side. Since a recent and disastrous fire Selkirk has been without elevator facilities, but this will be remedied by the erection of a Government elevator here before the next crop season.

### **INDUSTRIAL OPPORTUNITIES**

There is a wide field for manufacturing development at Selkirk. This subject naturally falls under two heads, local industries and manufacturing of a general nature. The town of Selkirk is in urgent need of a steam laundry, a flour and grist mill, a canning factory, a creamery and a wood-working mill. The Board of Trade is anxious to locate any or all of the above industries and correspondence along this line from parties who may be interested is solicited. There is a good local field or market for each of these industries which is capable of being developed to a great extent.

Under the head of general industries, those utilizing the bulky raw material, lumber or timber products, etc., will find Selkirk particularly at-

tractive, for the reason that nowhere else in Western Canada, as has already been pointed out, can such an inexhaustible store be found so accessible to the central distributing point of the country, Winnipeg. The timber of the Lake Winnipeg District includes tamarac, poplar, spruce, fir, and other valuable northern woods. This timber is not only standing in vast quantities, but is well located contiguous to shore line and on the banks of good sized rivers and wherever found is of good merchantable size. There are three large sawmills and lumber companies now operating on the lake and there are hundreds of miles of timber limits untouched and unscaled. The Dominion and Provincial Land and Timber Departments have complete information, cruisers estimates, and other available data regarding these timbers. There are a number of well located water power sites within easy reach for timber and wood handling projects. Competent inspections have pronounced the Lake Winnipeg forests perfectly adapted for pulpwood and similar manufactured use. Quartz and silicate sand of the finest qualities exist in great beds in a number of accessible locations. At present a highly profitable by-product for the milling and timbering operations lies in the trade in fire wood, for which product a market at all times exceeding the supply is to be found.

## **TIMBER PRODUCTS**

It seems certain that the next few years will see an enormous development of the pulp-wood industry in this section of America. The market for this product is unlimited, and Western Canada alone presents a large enough field for any plant to engage. At present this industry is practically centered, so far as America is concerned, to Eastern Canada and the north-eastern tier of States. These products are bulky in nature and freight constitutes a very considerable portion of their ultimate cost to the jobber, retailer and consumer; besides playing an all important part in the manufacturers' district and opportunity for sales. Already the end of the available timber fields for pulpwood in the neighboring republic is close at hand, and that country must sooner or later knock at the doors of her more fortunate sister for vast quantities of paper and pulp material to feed the insatiate maw of her tens of thousands of rumbling presses. For the whole field of the West a manufacturing plant located here is in the best geographical position to command through the laws of transportation the cream of all this field. To this circumstance argument adds itself in the prodigality of the nature that has thrown her teeming miles of timber upon a direct line of easily navigable and short water hauls from this point.



## THE HOME MAKERS

Shrewd real estate operators, builders and developers of residential colonies have already awakened to the movement towards Selkirk as Winnipeg's Suburb Ideal. The spring of 1911 will see the most active season of home and cottage building this district has ever known, and this activity gives every promise of being only a starting step in the development of this district as one vast suburban garden, as yet, although a rise has been felt, desirable residential properties and building sites along the banks of the river and in Selkirk are still plentiful and to be had at prices that seem but merely nominal when compared with the altitudinous scale that Winnipeg's growth has set upon real estate anywhere near that city.

Another phase of this same tendency is to be observed in the remarkable demand for cottages for summer occupancy only, which has been felt within the last two or three years. Last summer the demand for cottages far outstripped the supply, and this demand is going forward by leaps and bounds. A quick, sure and highly profitable investment is to be found in providing these inexpensive homes for summer use, which can be quickly rented on season leases. A number of new cottages are already projected for next summer's tenancy, but not nearly enough to meet the demand which is already felt.

There are many land owners and realty dealers both here and at Winnipeg who make a

specialty of handling Selkirk and Red River frontage and from whom definite information along this line can be readily secured.

This subject cannot be finally passed without reference to the opening for sale of the old St. Peter's Indian Reserve, the most beautiful and picturesque section of the country in this entire valley, extending several miles down the river from Selkirk. Two years ago the government, realizing both the desirability of opening this ideal section for development and of removing the Indians who held it farther from the enervating influences of civilization, purchased their land here and secured the Indians' consent to their removal to a new reserve farther down the lake. This land has since been sold and only awaits completion of the titles by the provincial authorities to be available in large and small plots for actual settlement. This land runs directly to the corporate line of the town of Selkirk, its southern boundary, in fact, abutting upon Selkirk's charming and popular park, the favorite resort for picnic parties from Winnipeg, and within touch of the street railway.

### **AN AGRICULTURAL PARADISE**

The district north of Winnipeg that stretches along the banks of the Red River to the marshes of its estuary impresses itself upon the ordinary Winnipegger or the casual summer excursionist for its monuments of the past; the only spot of genuine traditional lore that Western Canada

can boast; and it is a fact that comes as a distinct surprise to many that this valley is rapidly taking the place that Lord Selkirk's vision over a hundred years ago saw for it as the garden of the West, in the development of the magnificent modern farms and gardens that are beginning to creep upon the bounds and confines of the old river lots of the early settlers. Within a few miles of Selkirk some of the model farms of Western Canada are now to be found, and within the limits of the town itself there exists one of the unique presages of the coming order of things in the best developed market garden that is to be found in the province.

Just as the broad prairie farms of the West seem destined to supply the world with its bread-stuffs of the future, so does this picturesque valley, with its trees, its pastures and its gardens, afford the coming feeding ground for the city that is the metropolis of the West; and its uplands with their valuable location and environment, give the best examples that are to be found to-day of what can be accomplished in this country by development of that phase of agriculture that makes "model farms."

The pioneer of these farms, and one of the famous country places of the continent, which stretches its expanse of eight thousand acres eastward from the banks of the river at Selkirk, is the estate of Sir William Van Horne.

## INTENSIVE FARMING

But it is in another line than the spectacular bonanza farming of the rich that the real interest in this section comes. The smaller farms and gardens, and the dairies that are already supplying Winnipeg with its best quota of fine food-stuffs and pure milk afford the best promise for the future. Among this class of farms, that connected with the provincial insane hospital is especially noteworthy. Five hundred acres here, maintained in the highest state of cultivation, furnishes much of the daily food of the six hundred attaches and patients of this institution, saving the government many hundreds of thousands of dollars in expense, besides securing a supply of a quality that would bring fancy prices in the city's creameries and markets.

Almost within the town lies one of the most attractive modern dairies owned and maintained by a prominent citizen of Selkirk. On this farm milk is the source of profit, and the energies of the farm are largely expended in furnishing food for the herd of pure-bred Holsteins. This farm is typical of the many in this district where milk is produced, their combined output making the chief source of supply for the creameries of Winnipeg. The cattle on these farms are milked early morning and night and their product shipped by electric transit to Winnipeg, where it goes out over the routes of the city with little

delay. It is claimed that the rich pasturage of the Selkirk district, with its adaptable soil for succulent grasses, makes the ideal dairy ground.

### FOR THE TABLE

The best market gardens in Manitoba are to be found at Selkirk. The soil of this district is manifestly different from the true prairie, possessing a sandy nature with plenty of moisture.

Conserving properties together with its richness give this soil peculiar qualities for the growth of vegetables and light crops. The bottom fields along the river bank from the city to Selkirk, almost without a break, are in crops that delight in low-lying soils, especially cucumbers, if which carload after carload have been shipped to the pickling factories and the market. One market garden here is the largest in the province, equaling in size many a large farm, yet with every rod of its scattered fields devoted to the closest kind of intensive gardening. Sweet peas are one of the specialties of this garden, which has just completed a contract for supplying one thousand bunches to a Winnipeg department store, besides shipping an equal amount to other customers. This gardener has the contract of supplying one of the largest and most expensive restaurants of Winnipeg with all of their table delicacies and vegetables, and the produce from this supply has been superior during the summer to that supplied from any other source, local or foreign.

## FIELD JUST OPENING

The rich field which these pioneers in intensive farming have found so profitable, is just opening. Along the lower end of the line of electric railway and river between Winnipeg and Selkirk stretch miles of the finest soil, still in the virgin timber and undergrowth. This fact, considered a shortcoming by the former generation of wheat farmers who hence passed to the open prairies of the west where there was nothing to interfere with the plow, has been considered the great drawback to this district, but is now being found to be a veritable blessing in disguise, for it has left the way open to the gardener and the truck farmer, dairyman and marketer, who has had to wait the city's growth to provide the market. The development of this valley along gardening lines has been very recent, excepting near the city; but its future is as sure as is the future of the West as a whole.

In the rural municipalities of St. Andrews and St. Clements, which lie on the west and east sides respectively of the Red River, there are large quantities of land for sale. The government and provincial land in both these districts have long since been taken up; but very attractive blocks of land, large or small, are to be had at prices very low, considering their proximity to Winnipeg and the unusual qualifications they present.

*60 pages of pictures*

## The Suburb Ideal

Selkirk has more and better local improvements than any other town its size in Western Canada.

Forty minutes at any time of day, and a quarter of a dollar puts one into the city of Winnipeg.

Every inducement for pleasant outdoor living that an indulgent nature can provide, is to be found at Selkirk.

